

Now it's time to write your own script. Take a look at Arcadia High School's upcoming events (use the calendars on the District's web page if you need ideas!). You need to write and record a 30 second spot to promote the event. Include music or sound effects.

How to write a commercial script:

1. Capture the attention of your audience by making the ad relevant to them at the beginning of the announcement.
2. List the essential information listeners or viewers need to know. Think about who should attend or get involved, what it's about, where it's happening, when and why.
3. Use emotion to encourage the audience to get involved. Choose words that describe how the audience will feel as a result of their participation.
4. Call the audience to action. Example, attend the event.

Your final project should be named with your FIRST AND LAST NAME *plus 2*  
Example: "sue mckay 2.wav"

Export your final work in WAV format to:

K:\High School\Students\Business Ed\Multimedia\Audacity Projects\

DUE: TUESDAY FEBRUARY 16

**:30 SPOT**

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